



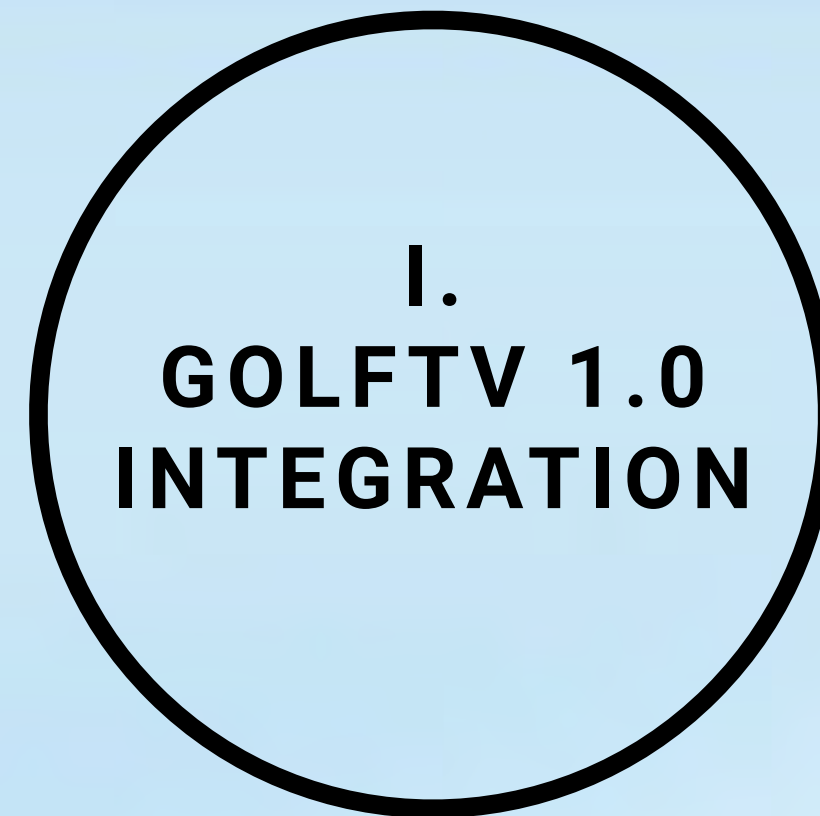
Worldwide Founding Partner



 DiscoveryGolf



# As a Worldwide Founding Partner of GOLFTV, IBM will receive:



III.  
IBM SIGNITURE  
EVENT SHOWCASE

IV.  
DISCOVERY  
TARGETED  
MEDIA

IV.  
ADDITIONAL  
MARKETING  
ASSETS



# I. GOLFTV 1.0 INTEGRATION

**As a Worldwide Founding Partner in 2019, IBM will receive the following global recognition on GOLFTV's 1.0 site, whilst we work together on the development of 2.0:**

- ▶ Founding partner logo recognition, 20% SOV rotation within at least the first 3 pages on GOLFTV website and app above the fold
- ▶ Permanent footer logo presence in the founding partner tier on GOLFTV website & app
- ▶ 'IBM Start Now or from Beginning' 100% SOV ownership
- ▶ IBM Golf Technology Showcase page detailing the upcoming IBM work on GOLFTV 2.0 and signature events

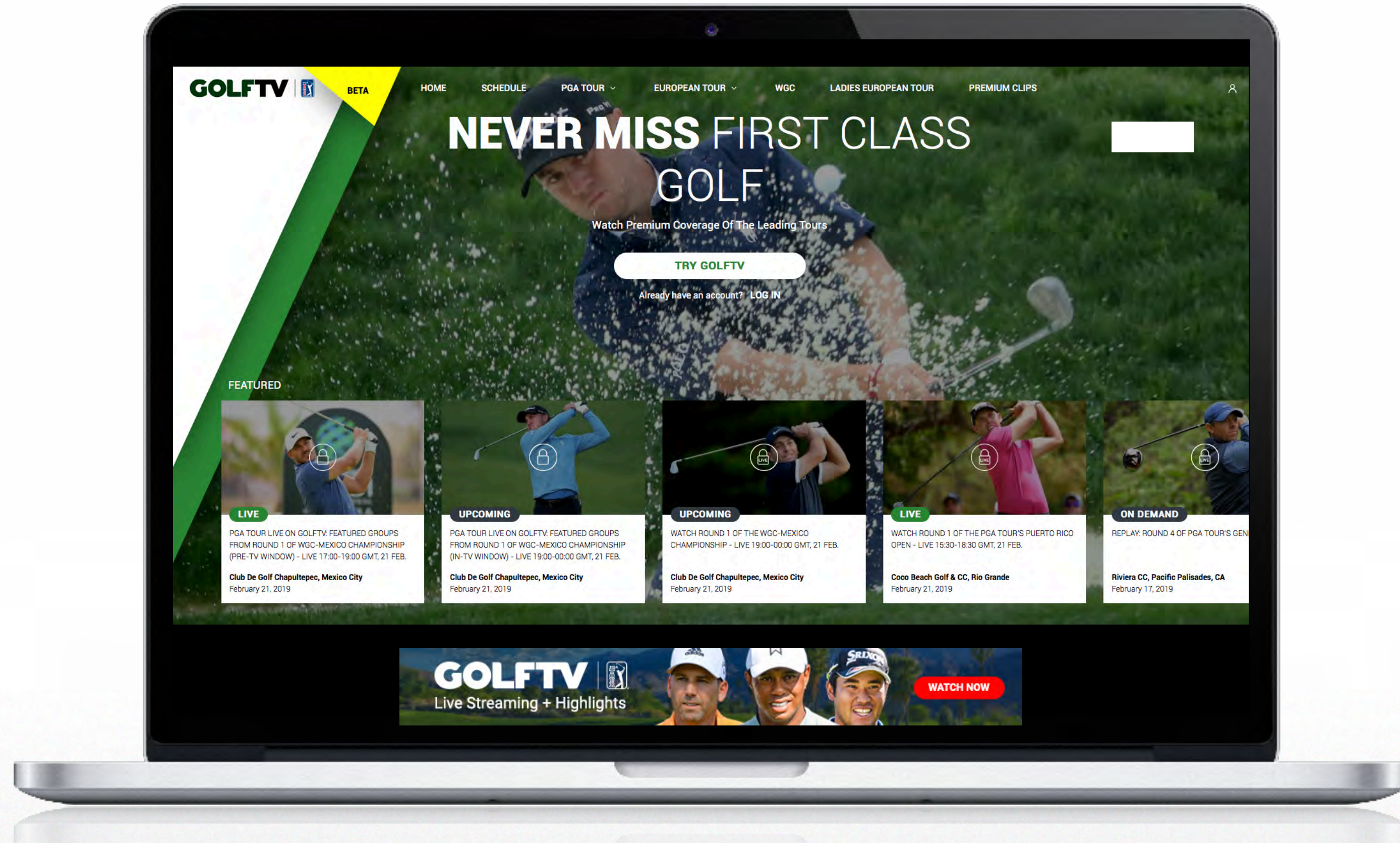




# I. GOLFTV 1.0 INTEGRATION

Founding partner logo recognition

20% SOV rotation within at least the first 3 pages on GOLFTV website and app above the fold\*

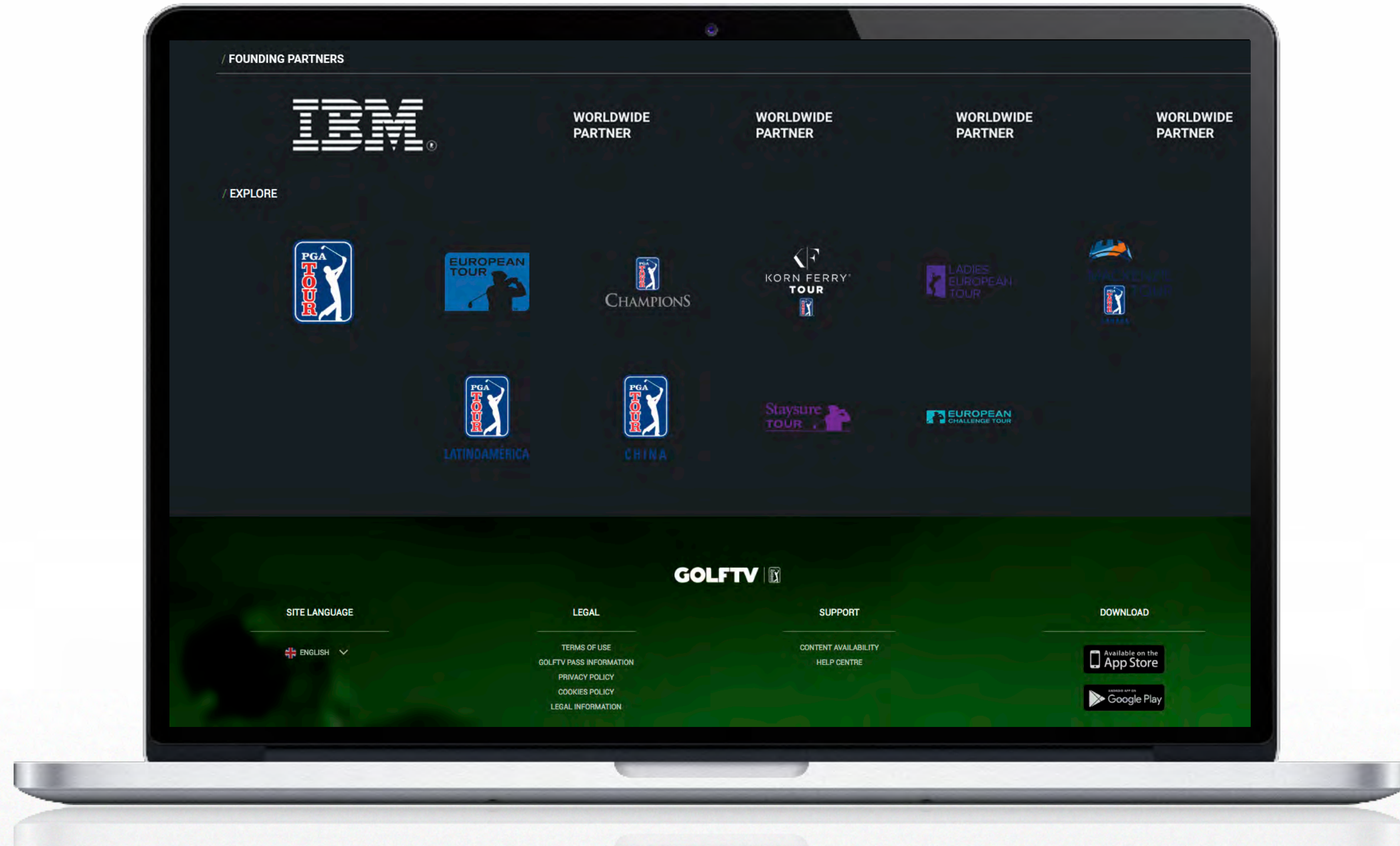


\*Mock for example purposes only, final design subject to change



# I. GOLFTV 1.0 INTEGRATION

**Permanent footer logo presence in the founding partner tier on GOLFTV website & app\***

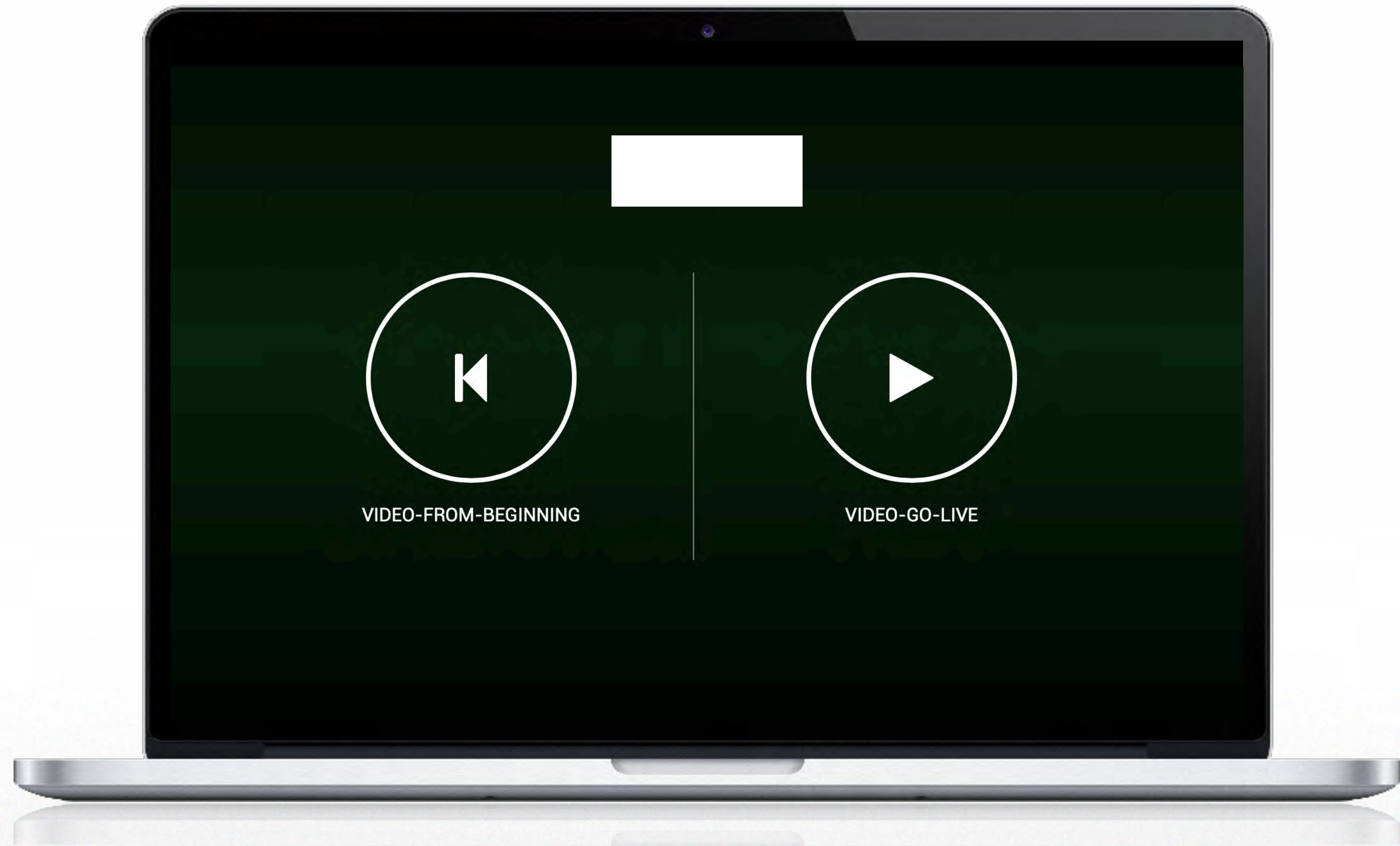


\*Mock for example purposes only, final design subject to change



# I. GOLFTV 1.0 INTEGRATION

**'IBM Start Now or Back to Beginning'** 100% SOV ownership\*



\*Mock for example purposes only, final design subject to change



# I. GOLFTV 1.0 INTEGRATION

**IBM Golf Technology Showcase** page detailing the work IBM are doing on GOLFTV 2.0 and future signature events\*



\*Mock for example purposes only, final design subject to change



## II. GOLFTV 2.0 INTEGRATION

**As a Worldwide Founding Partner in 2019, IBM will receive the following global recognition on GOLFTV's 2.0 site. The exact visuals will be developed with IBM during the site development:**

- ▶ Founding partner logo recognition, 20% SOV rotation within at least the first 3 pages on GOLFTV website and app above the fold
- ▶ Permanent footer logo presence in the founding partner tier on GOLFTV website & app
- ▶ 'IBM Start Now or Catch up' 100% SOV ownership
- ▶ IBM Golf Technology Showcase page detailing IBM's work on 2.0 and signature events
- ▶ IBM year round highlights section on 2.0
- ▶ Favourite player clips brought to you by IBM



# III. IBM Signature event Showcase



## The invitation

Lead up to each event  
Includes personalized  
Invitations sent by  
GOLFTV + IBM to experience  
The signature tournament

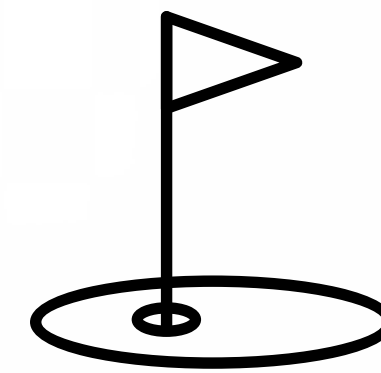
This then links to a “landing  
Page” or “home page for the  
Event (AKA. The clubhouse)”



## The clubhouse

Home base of the event with  
Access to the live stream,  
Highlight content, etc.

Provides a summarization  
of key information about the  
event (latest leader stats,  
latest news highlights,  
player info. etc.)

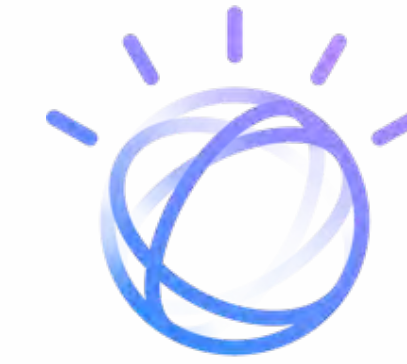


## THE COURSE

Bring the course to life through  
A bird’s eye/map view, as well as  
3D exploration

Show player progress and shot/  
tracking capabilities (IBM Track)

Embedded video content  
when available

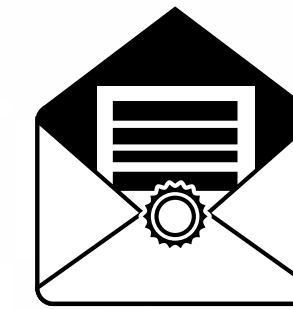


## Golf Intelligence

Bring powerful, IBM powered  
Insights to viewers using real  
Mystics, and vast amounts  
Of unstructured, historical data



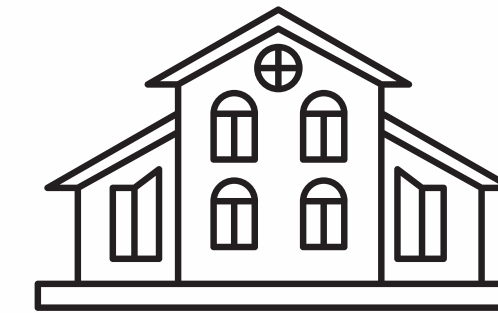
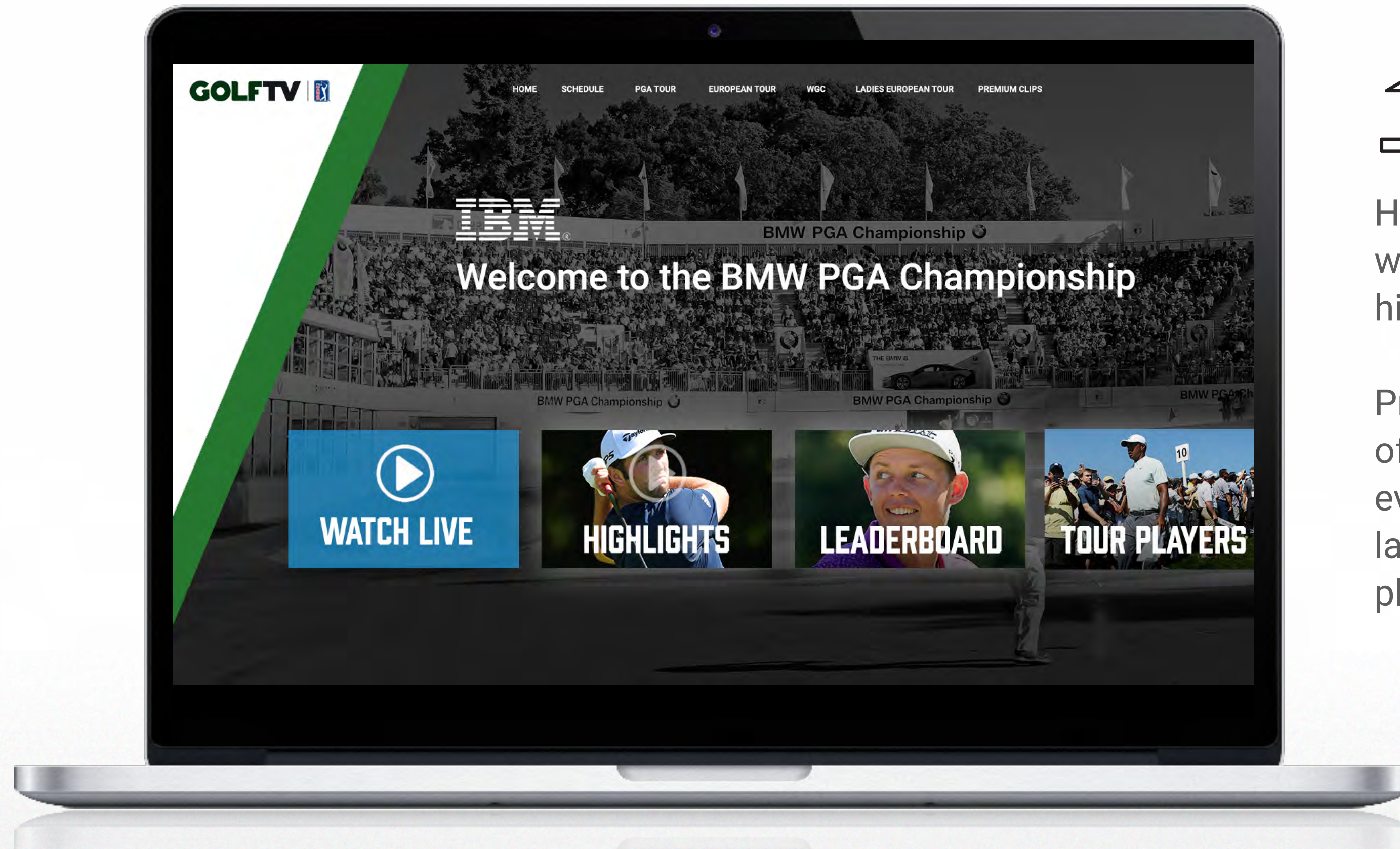
# The invitation



Lead up to each event  
Includes personalized  
Invitations sent by  
GOLFTV + IBM to experience  
The signature tournament

This then links to a “landing  
Page” or “home page for the  
Event (AKA. The clubhouse)”



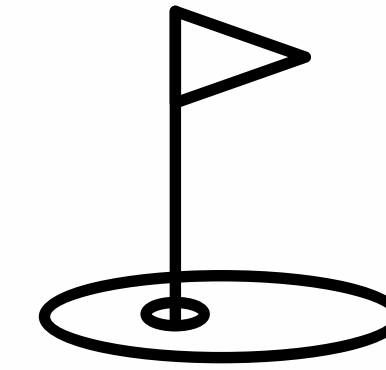


Home base of the event with access to the live stream, highlight content, etc.

Provides a summarization of key information about the event (latest leader stats, latest news highlights, player info. etc.)







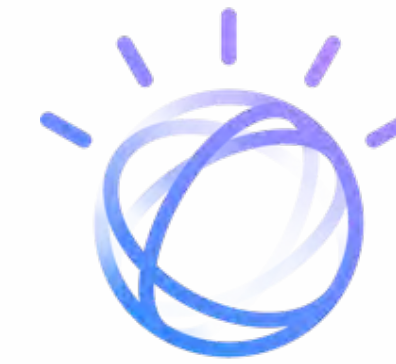
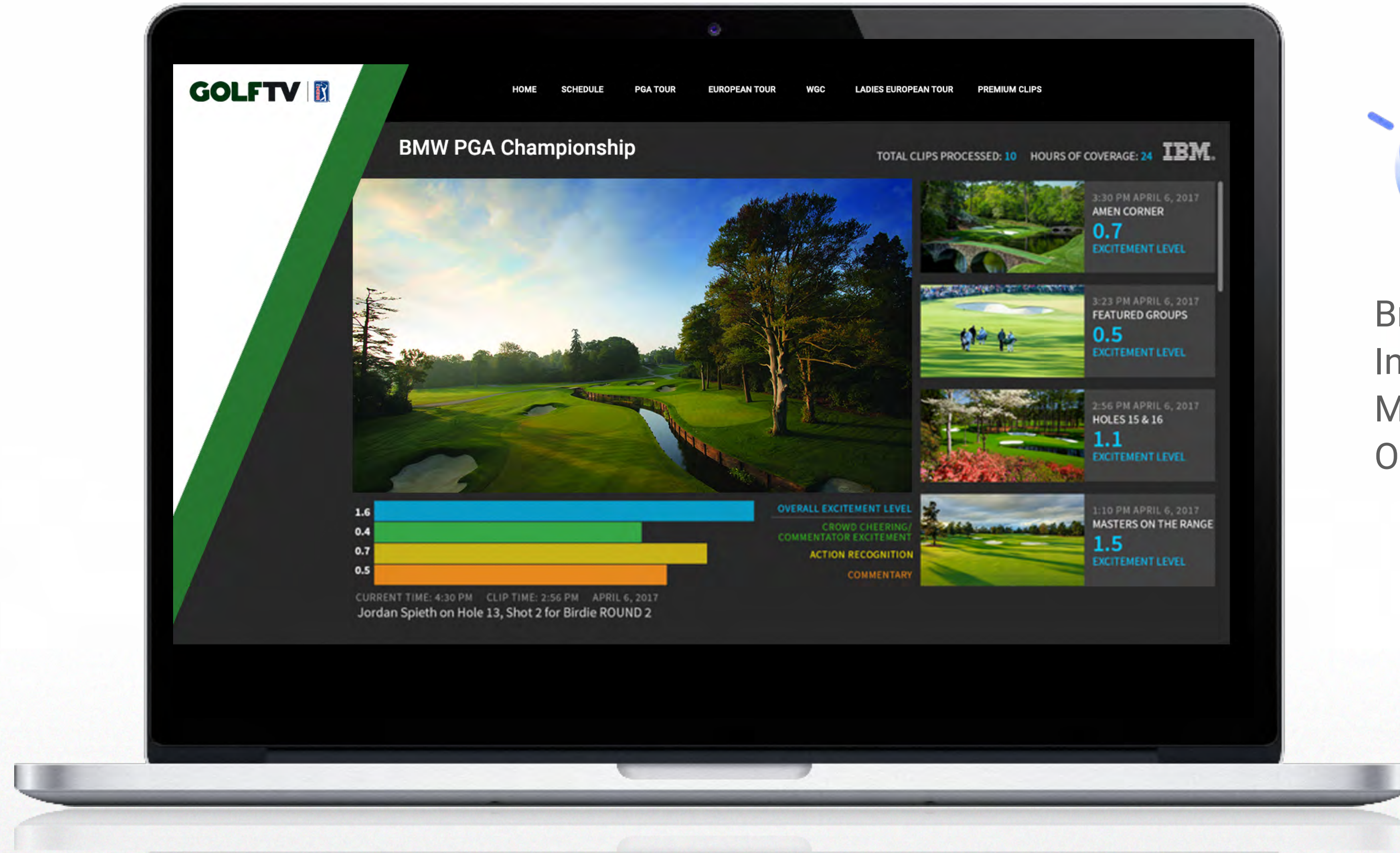
Bring the course to life through  
A bird's eye/map view, as well as  
3D exploration

Show player progress and shot/  
tracking capabilities (IBM Track)

Embedded video content  
when available







Bring powerful, IBM powered Insights to viewers using real Mystics, and vast amounts Of unstructured, historical data



## IV. Discovery targeted media

Lastly, IBM will receive **targeted media funds** on GOLFTV, [PGATOUR.com](http://PGATOUR.com), Golf Digest and Eurosport as part of our Worldwide Partnership.

**GOLFTV**



**Golf Digest**

**★EUROSPORT**



# GOLFTV



6	140 YARDS	INCHES
NEAREST TO HOLE		39
PLAYER		
PLAYERS APPROACHING		
ON Z.		

CROSS WAY



PGA TOUR  
Live  
Coverage  
Sponsorship

Featured  
Groups +  
Featured  
Holes

Highlights  
Carousel

Homepage  
Roadblock

Run of  
Platform:  
Video bundle

Run of  
Platform:  
Display  
banners





®



Run Of Platform  
Display & Video

Video enabled  
parallax high-  
impact unit

Mobile premium  
banners





# Golf Digest®







Homepage  
Roadblock &  
Custom Crown  
Video Unit

Every Hole At  
Sponsorship

Major  
Championship  
s Sponsorship

@GolfDigest  
Instagram  
Stories



## V. ADDITIONAL MARKETING ASSETS

### **Worldwide Founding Partner, IBM will receive additional marketing assets:**

- ▶ Global Press Announcement
- ▶ An IBM module within GOLFTV consumer e-marketing communications
- ▶ Discovery Executive appearance time allocation, tbc
- ▶ Dedicated IBM / Discovery Account Manager
- ▶ Discovery Golf content production capabilities
- ▶ Hospitality Program at key signature events, tbc
- ▶ Discovery Golf content production capabilities



▶ **YEAR 1 - \$2MM**

- Exclusive Founding Partner Investment - \$1MM
- Content & Media Investment for GOLFTV - \$500K (\$250K minimum on media)
- Media Investment for Golf Digest - \$500K

▶ **YEAR 2 - \$2.5MM**

- Exclusive Founding Partner Investment - \$1MM
- Content & Media Investment for GOLFTV - \$750k (\$500K minimum on media)
- Media Investment for Golf Digest - \$750K

▶ **YEAR 3 - \$3.5MM**

- Exclusive Founding Partner Investment - \$1MM
- Content & Media Investment for GOLFTV - \$1.25MM (\$750K minimum on media)
- Media Investment for Golf Digest - \$1.25MM

**Total Partnership Investment- \$8MM**

*\*Option to spread media spend across Eurosport linear platform in addition to GOLFTV & Golf Digest*



DiscoveryGolf™

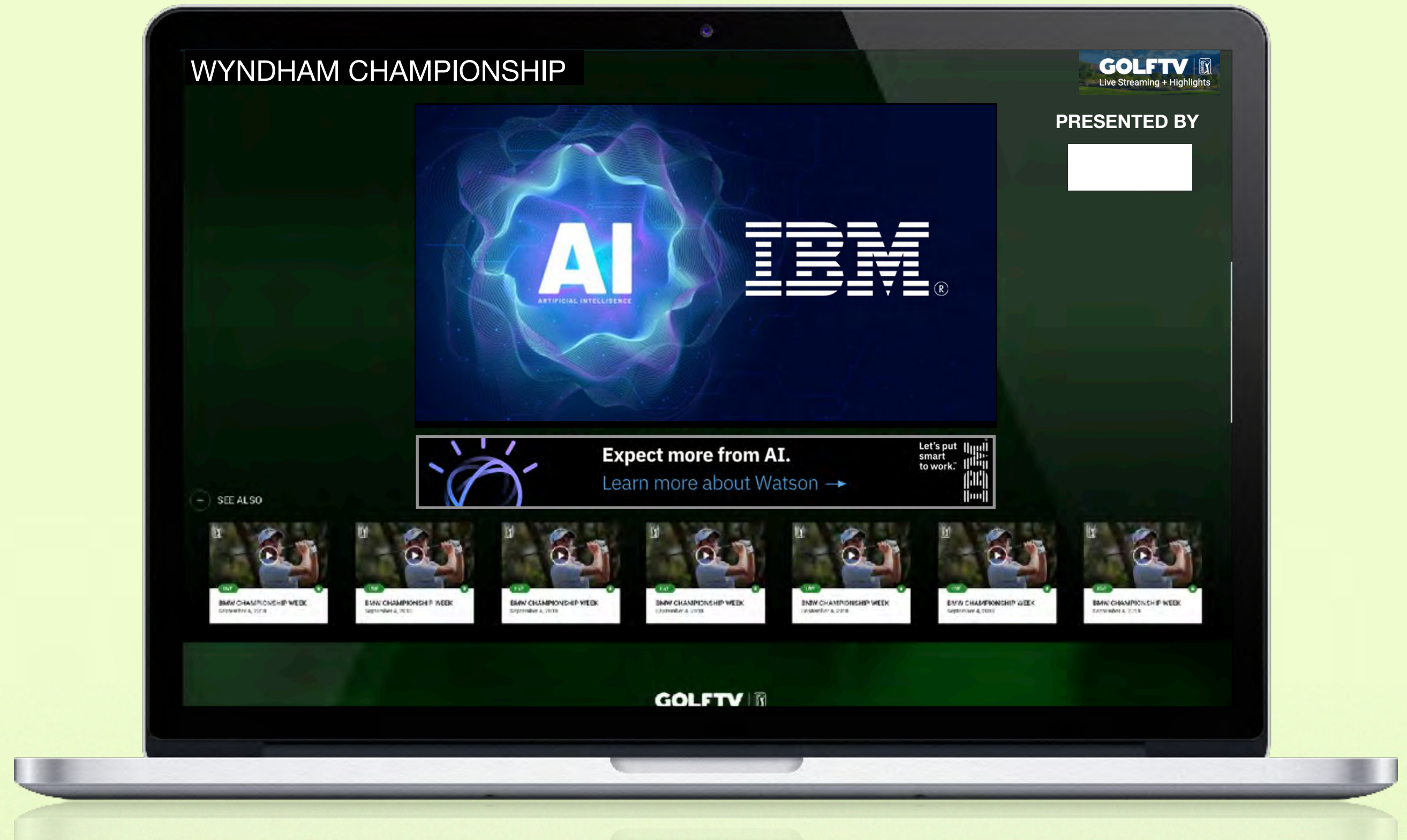
IBM®





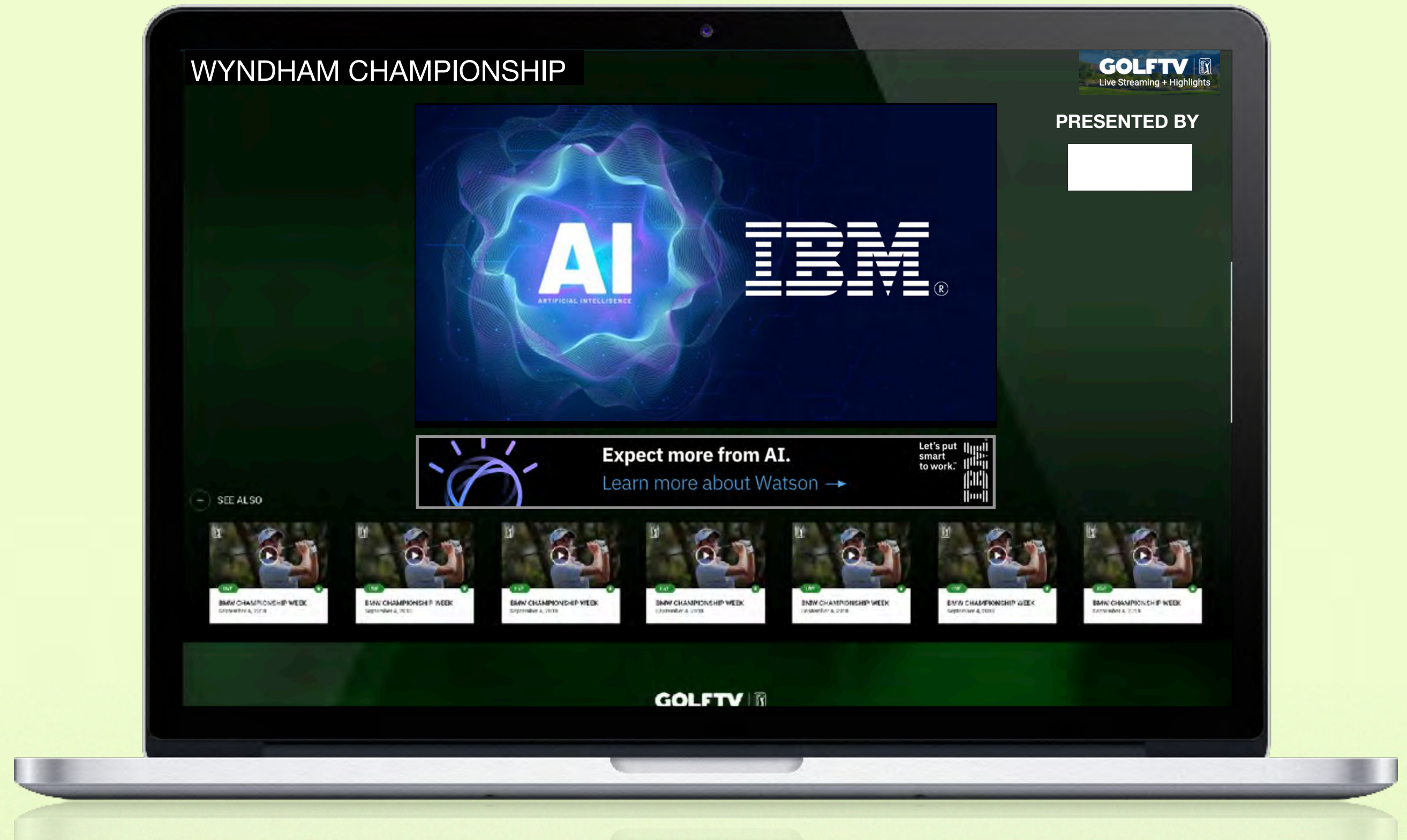
# PGA TOUR Live Coverage Sponsorship: 100% Ownership

- ▶ Sponsor a PGA TOUR Live tournament coverage on GOLFTV
  - ▶ 100% Ownership of the following for X days during that particular event:
    - ▶ Presented by Logo (ad unit top right in mock)
    - ▶ Companion banner
    - ▶ Tune-in bumper
    - ▶ .15s Pre-roll
  - ▶ Geo-targeting capabilities
  - ▶ Timing: Tournaments/dates TBD





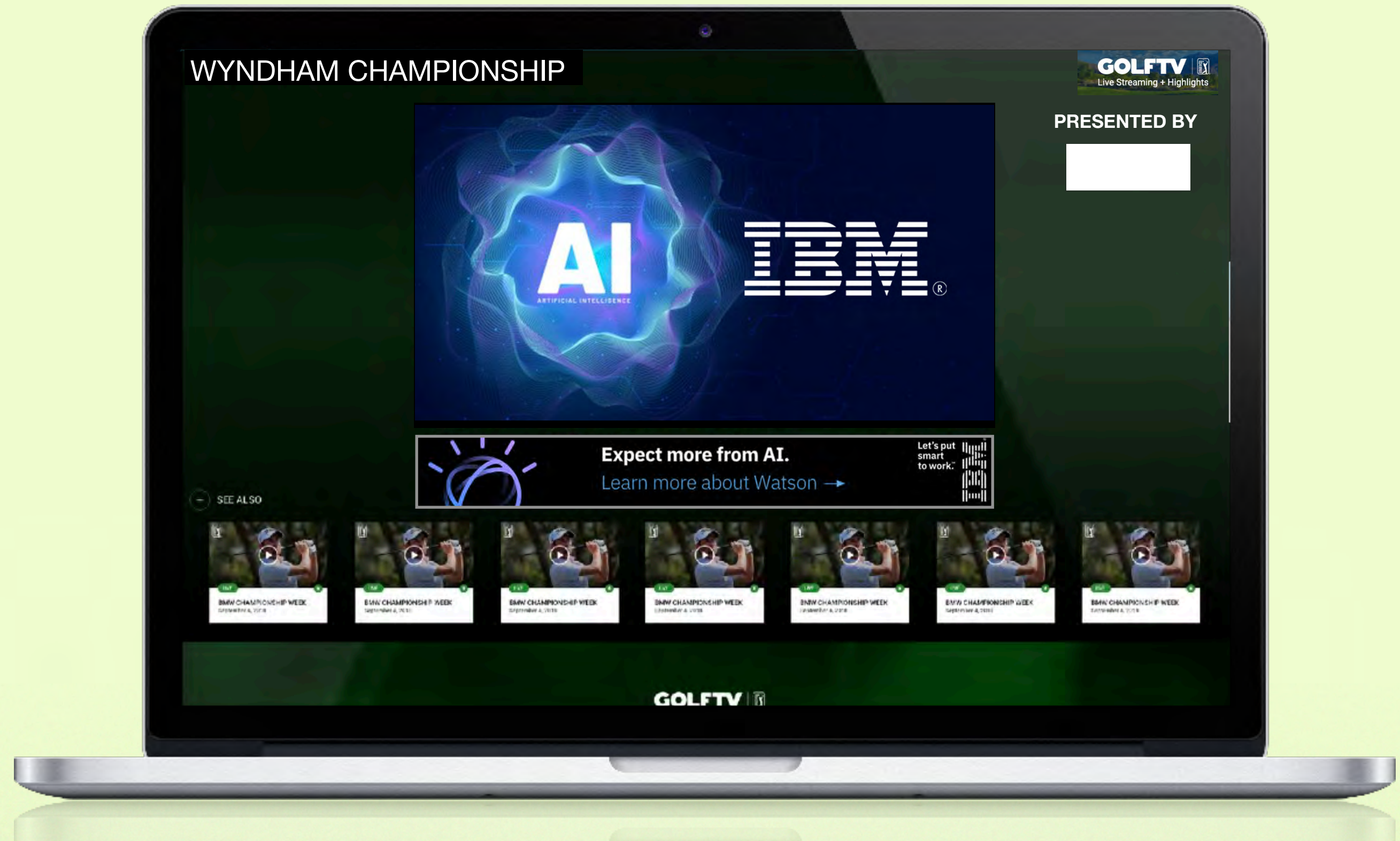
- ▶ 100% ownership of Featured Groups and Featured Holes for 4 days throughout designated tournaments
- ▶ 100% Ownership of the following for during each playoff event:
  - ▶ Presented by Logo (top right ad until)
  - ▶ Bumper
  - ▶ .15s Pre-roll
- ▶ Geo-targeting capabilities
- ▶ Timing: Tournaments/dates TBD





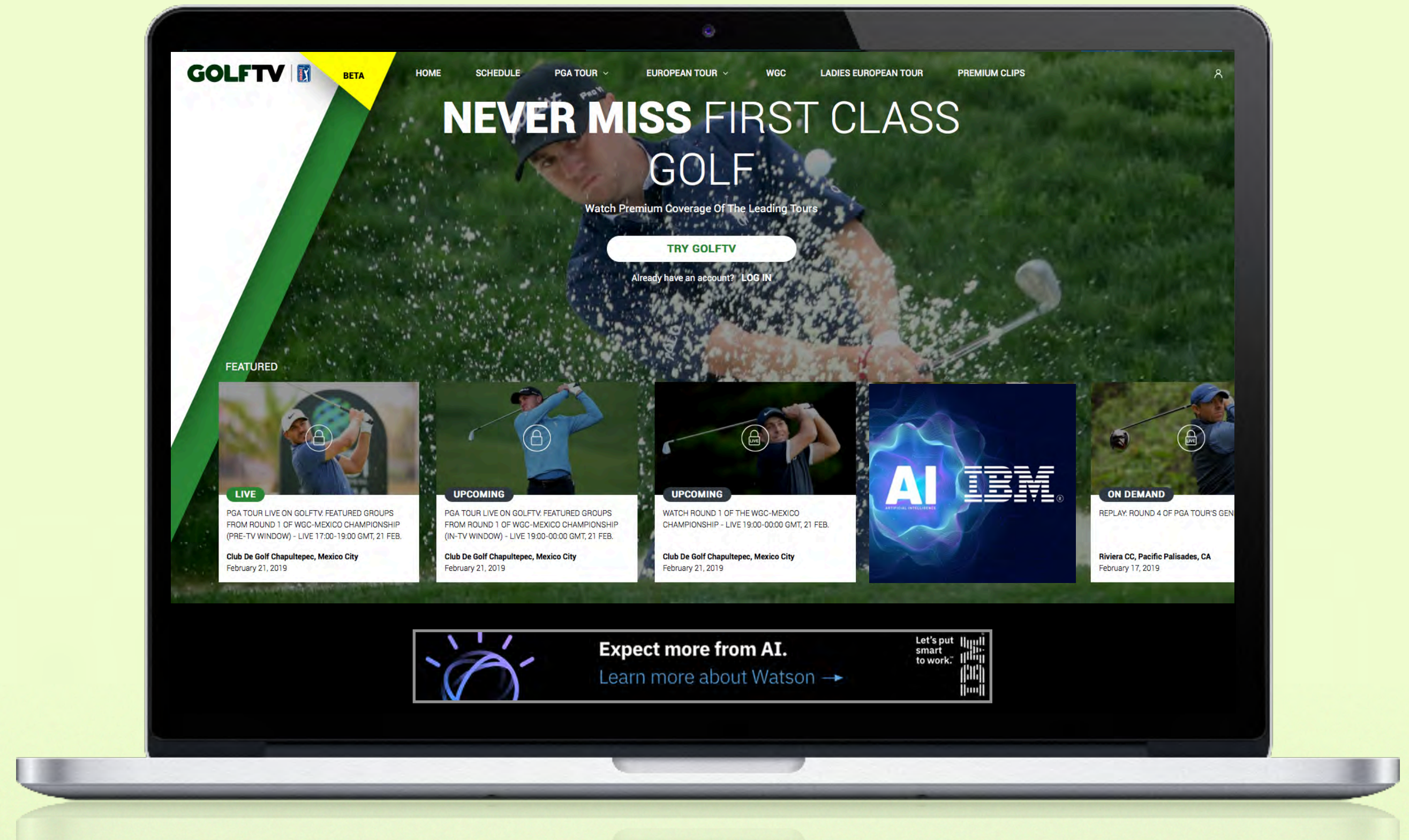
### III. Highlights Carousel Sponsorship

- ▶ Sponsor GOLFTV's on-going Highlights carousel featuring the must-see shots from each tournament round
  - ▶ Your brand will have 50% SOV of the following VOD elements:
    - ▶ Pre-roll
    - ▶ Presented by logo
- ▶ Geo-targeting capabilities
- ▶ Timing: TBD



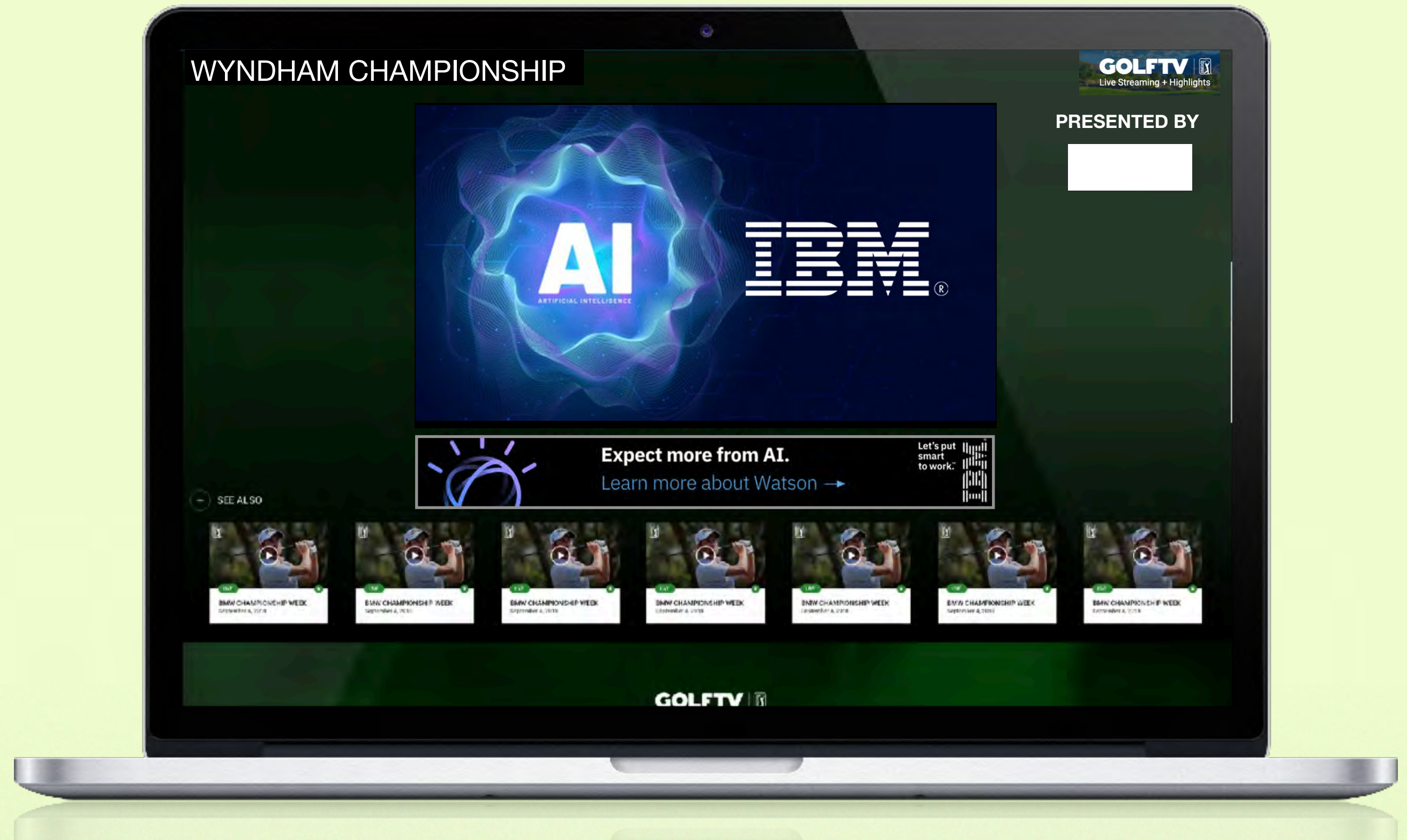


- ▶ Your brand can own the top two ad units on the GOLFTV homepage in
- ▶ Geo-targeting capabilities
- ▶ Timing: TBD (+ based on availability)



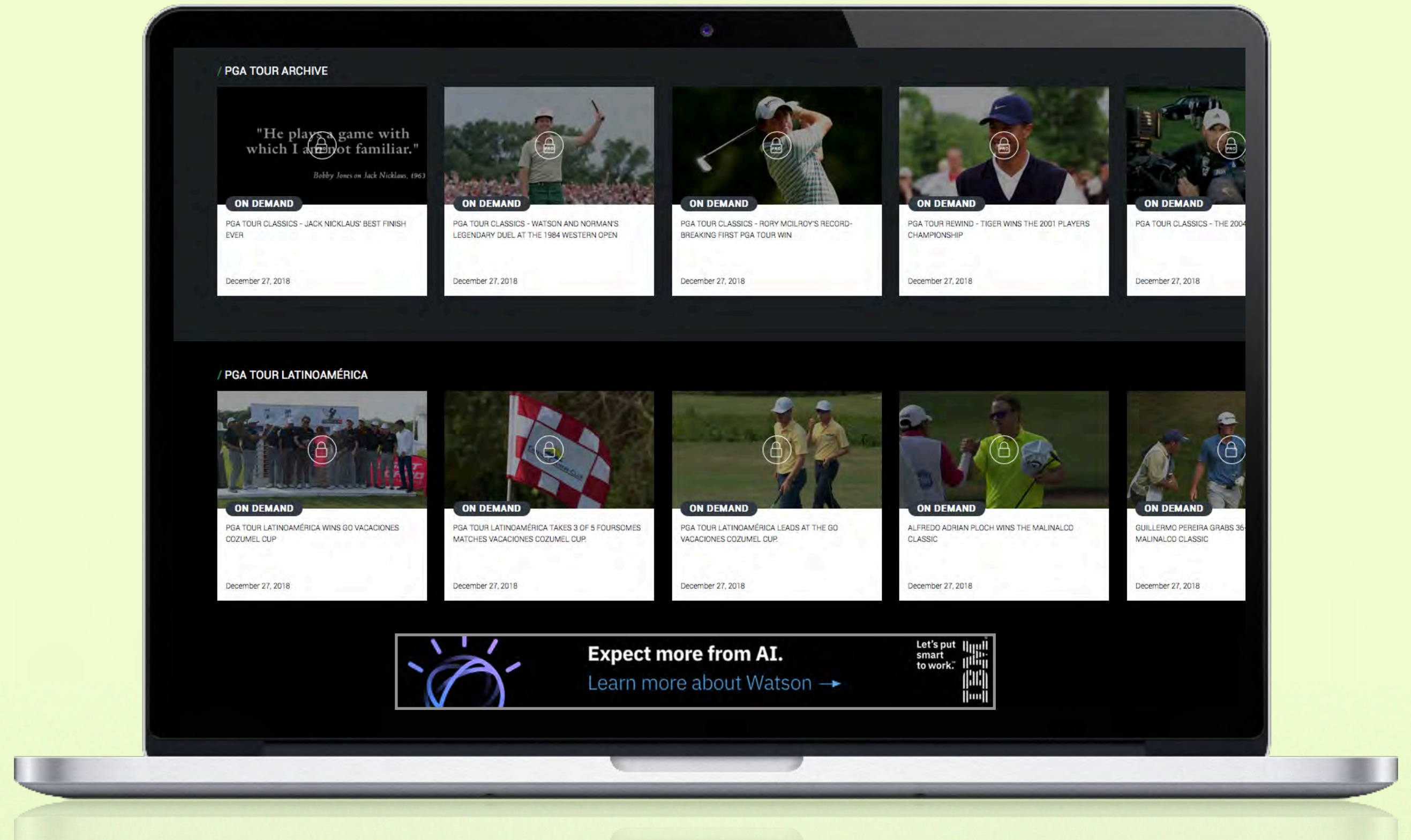


- ▶ Your brand will run pre-roll and mid-roll throughout Live and VOD GOLFTV content
- ▶ Geo-targeting capabilities
- ▶ Timing: TBD

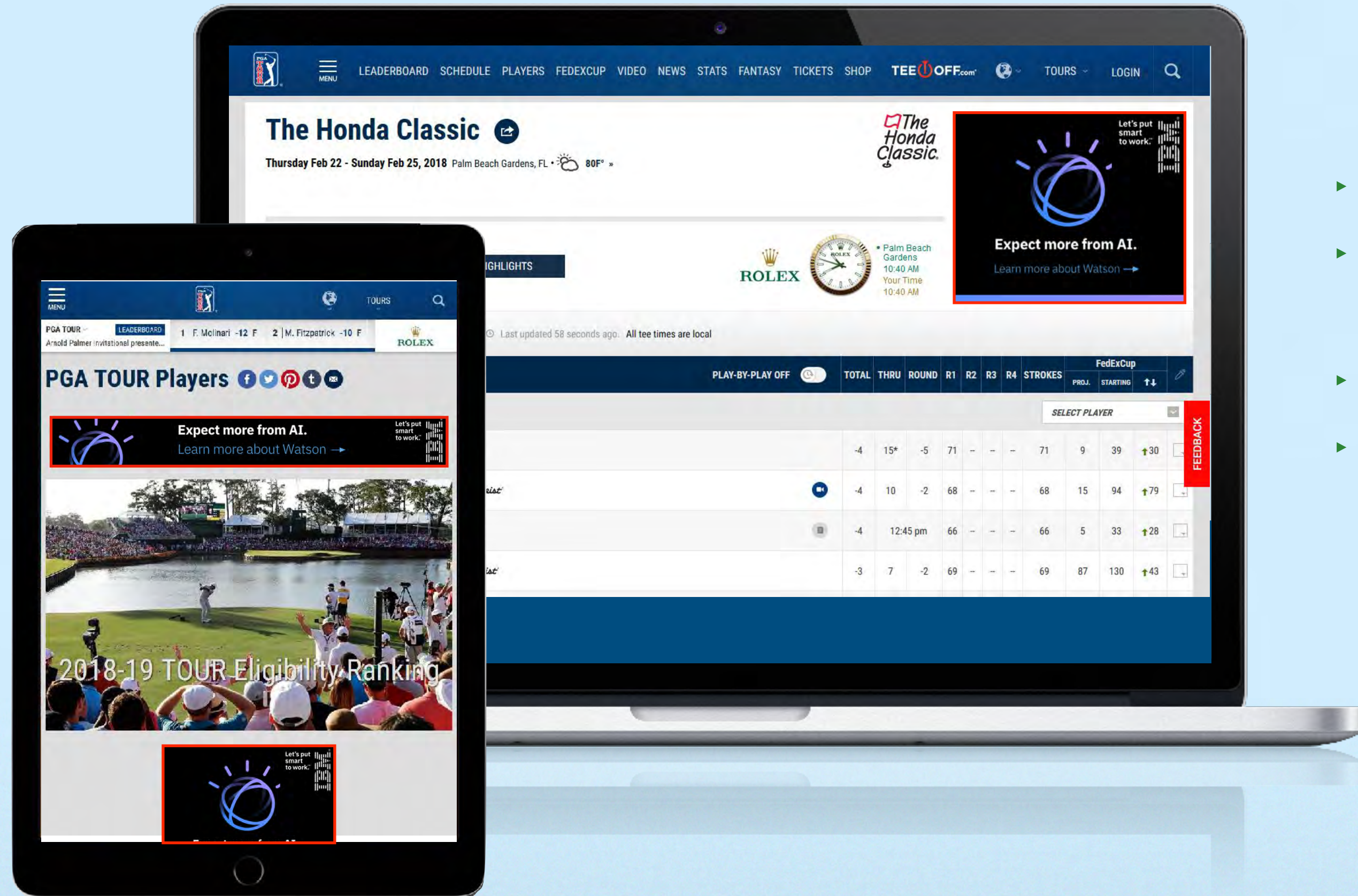




- ▶ Your brand will have standard display banners to run across GOLFTV platforms
- ▶ Geo-targeting capabilities
- ▶ Timing: TBD



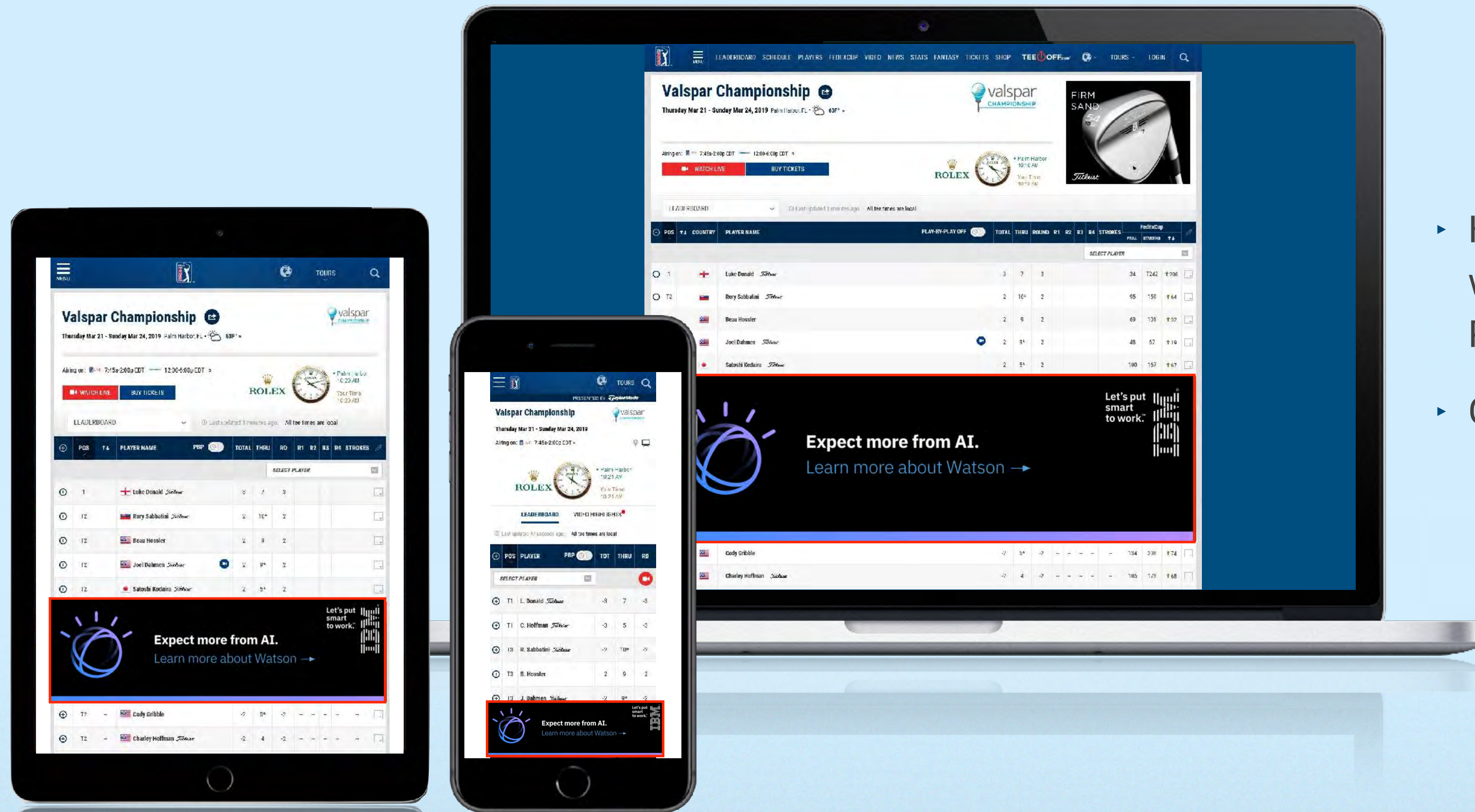




- ▶ Home Page takeover
- ▶ Pre-rolls to run across all live and VOD content on [PGATOUR.com](http://PGATOUR.com)
- ▶ Response web and mobile app capabilities
- ▶ Geo-targeting



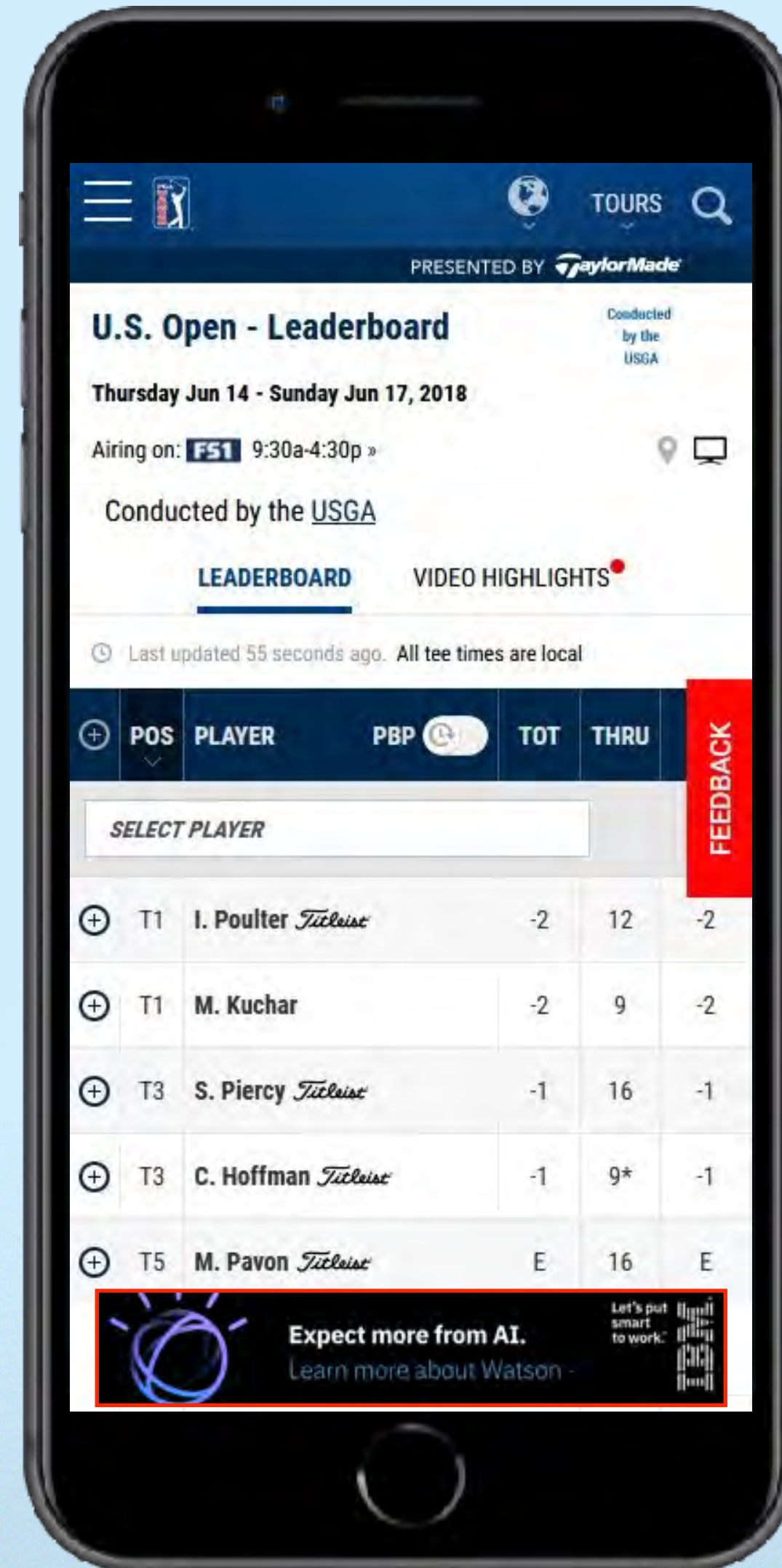
# Video enabled parallax high-impact unit - PGATOUR.COM



- ▶ High impact unit with video to run within row 5 of leaderboard across PGA TOUR responsive website.
- ▶ Geo-targeting



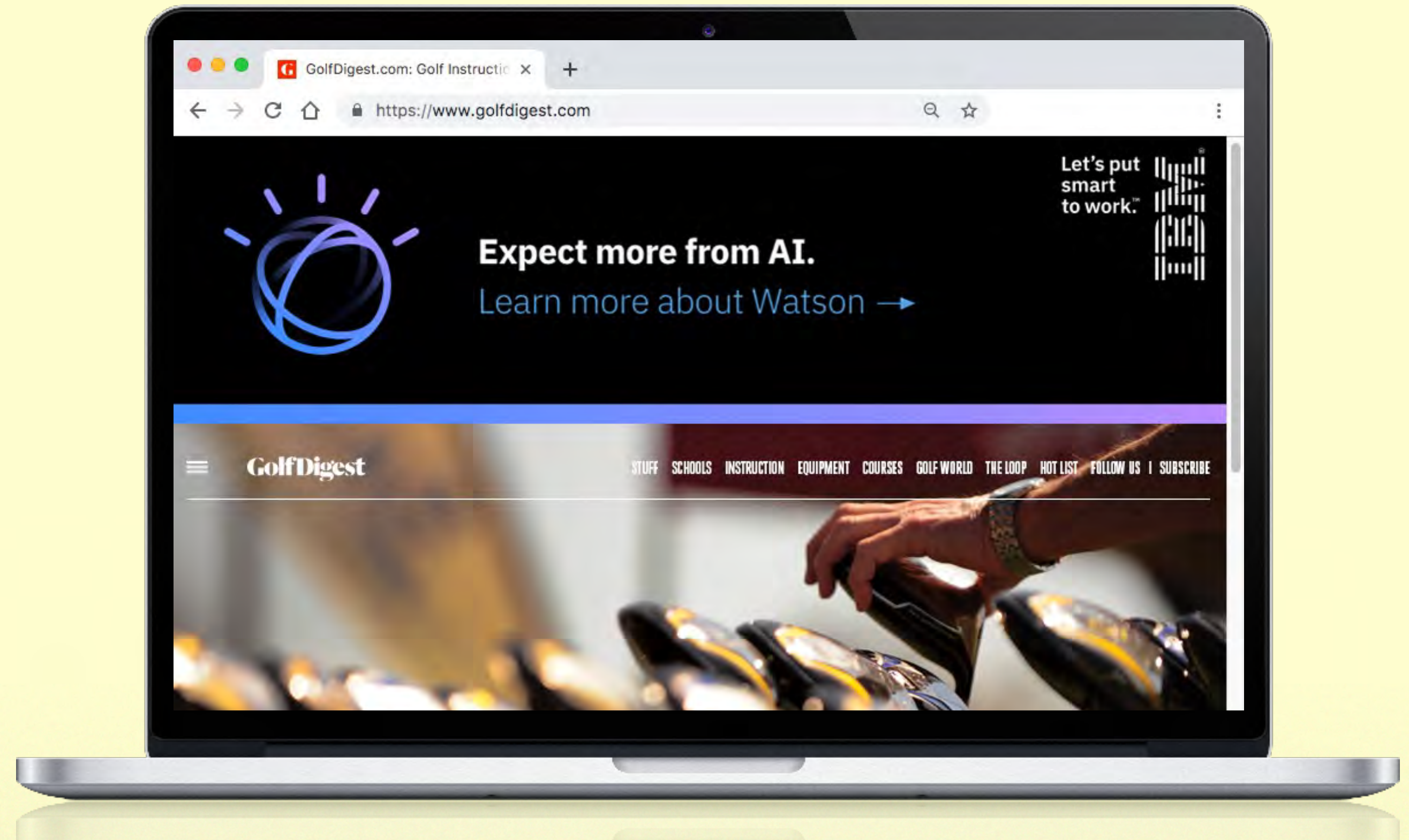
# Mobile premium banners - [pgatour.com](http://pgatour.com)



Display banner to run across PGA TOUR mobile web and apps

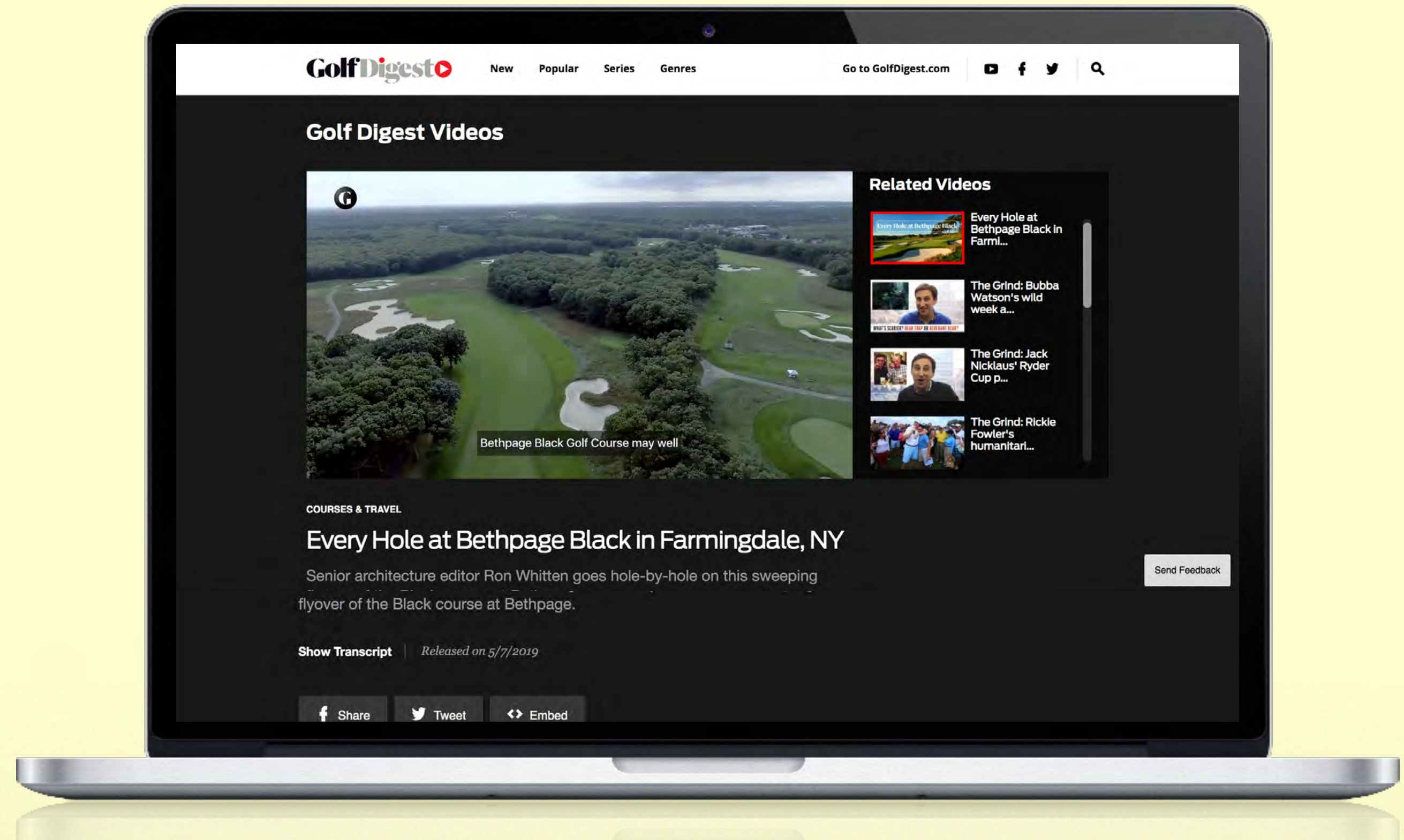


- ▶ Your brand can own 100% SOV of the Golf Digest homepage on the day of the takeover
- ▶ Takeover can feature high-impact Crown Unit (1920x520)
- ▶ Timing: TBD (+ based on availability)



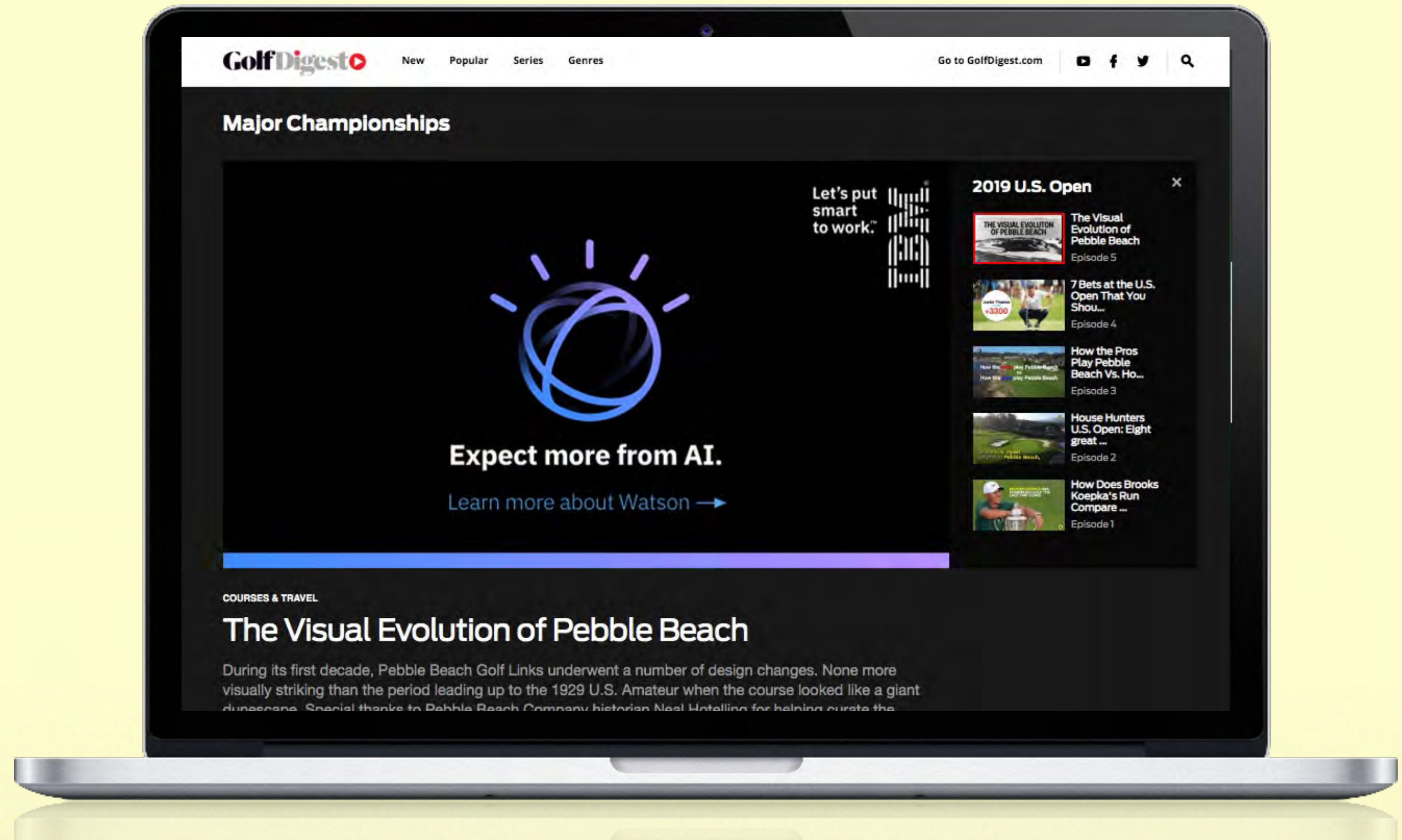


- ▶ In Golf Digest's Every Hole At series, our editors provide a hole-by-hole narration of flyover tours featuring the worlds most famous and hard to access golf courses
- ▶ Your brand can own 100% SOV of the content via pre-roll placements
- ▶ Timing: TBD (+ based on availability)





- ▶ Major Championships is a three to four episode series featuring four award-winning team of editors as they discuss historic wins, potential future winners, craziest finishes, tournament facts, course facts, etc.
- ▶ Your brand can own 100% SOV of the “Major Championships” for one of the 2020 Majors via pre-roll placements and a “Presented by’ intro slate
- ▶ Timing: TBD (+ based on commitment / availability)





- ▶ :15 Instagram story ad will live on its own between tile 2 and 3
- ▶ Swipe up content integration

